ABSTRACT OF THE DISCLOSURE

In a recommended item presentation server, client
identifier associated client preference estimating factor
5 information of a plurality of clients is obtained, and when
a recommended item presentation request and a client
preference estimating factor information of one client is
received from an item provider server for providing items
to a plurality of clients through a network, where the
10 client preference estimating factor information indicates a
preference of the one client, without identifying the one
client, a recommended item list is produced according to
the client identifier associated client preference
estimating factor information and the client preference
15 estimating factor information and transmitted to the item
provider server.

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